PICTURES TO CUT DOWN GOURSE AT COLLEGE: MOVIES DEVELOPING

Man Who Was a Bartender Six Years Ago, Today the World's Greatest Moving Picture Manager, Says Good Music Should Accompany Pictures and That Public Should Be Given What it Enjoys.

BY COURTNEY RYLEY COOPER.

Consulting Editor New York

Consulting Editor New York

TABLERG the air hung heavy and odorouse in a typical mineror rear salloon in a dirty mining town of Pennsylvania, als years ago, an behind the greany har, tapped the flow-long kee, slid the buttles of whisay line inelvitate—and looked into the flatter. It wasn't the most pleasant was offered to the flatter. It wasn't the most pleasant was offered to the flatter. It wasn't the most pleasant was offered to the flatter. It wasn't the most pleasant was offered to the flatter. It wasn't the most pleasant on the floor; the card tables, with their players, had their places in one corner. There was drunkeniese and disorder and chutched something there while heart of the exthetic heriender and chutched something there while heart of the exthetic heriender and chutched something there will be the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the extrement of the server to the soul of the server to the world. For remember, the server to the world whe

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must come a time of reconstruction, in which the business will settle into the healthy, normal industry which it should be. And in that period of reconstruction is the time when all of you who have theaters for who produce pictures must use your brains to bring forth everything that is good in the silent drama.

Individuality is a Theater.

"Individuality" and Mr. Rothaphel chutched his bands in the intensity of his feeling. "Individuality" That is the thing which must be played upon and dwelt upon. There he a tendency of the manufacturers to dominate the exhibitors. Don't let them do it Think for yourselves. Select your programs. Don't give your patrons something that is aimply folsted upon you—give them programs that are selected for their merits—for their educative value, for their romance, for their beauty, it is a fallacy to believe that a motion pie ture theater manaker must give the people what they want they want, the people don't know what they want to be possed for the task, yours is the duty of giving them, will like, "In the task, yours is the duty of giving them, will like," By the task of the content of the task, yours is the duty of giving them, will like, "By the task, yours is the duty of giving them, will like," By the task of the content of t

them, not what they want, but what they will like."

As Mr. Rothaphel talked the listeners noted that in all his preparations not a detail was missing, from the chewing gum-less girl in the box office on through the "thank-you" licket takers and unhern, to the presentations of the pictures themselves. Paychology, scenic effects, lighting, music, even perfumed air where a floral picture is shown—everything that is possible to anianne the silent passence of the sure of the screen, is used by Mr. Rothaphel to bring about a greater appreciation on the part of the audience.

"And remember what I have said,"

HEAD HEREFORDS TO EL PASU

Tolbert Bros. have just received 760 head of full blooded Hereford calives from soil to Krakauer, Zork and Mege. The remainder are on feed at their pens at Camutillo.

W. T. Tolbert will leave on November 5 to get 1600 head more of the same Hereford stock.

Our Drug Stere closes Sunday from 1 to 5 a. m. At all other times our quick delivery system is working from 7 a., m. to 19 p. m.

Warner Brug Co.

(Advertisement.)

Materials For Charity Ball Gowns

An Endless Assortment of High Class Novelties

NEVER before have we been so thoroughly prepared for this great social function, looked upon by El Paso Society as the dress event of the year. On this occasion every gown must be exclusive, different and correct. The gorgeous showing of beautiful, rich, drapy fabrics from the leading Fashion Centers of the world, are now on display in our Silk Section, making it possible for every woman in El Paso to select fabrics for a correct gown. We cordially invite you to inspect our wonderful collection of proper fabrics. Below we make special mention of some of our leading numbers.

CHIFFON VELOURS-40 inches wide. A most SATIN STRIPED LUNETTE-Beautiful combinawonderful, soft, drapy velvet-shown in pasiel

WATERFALL PLUSH-54 inches wide. A new and novel pile fabric, for evening dresses, coats and wraps. Shown in appropriate shadings. GLACE OR SHOT SATIN-A very popular, soft,

high luster fabric, used extensively for evening wear. Shown in the combinations of pastel shades. GROS DE LONDRES AND CHIFFON TAFFETA -The fabrics with the desired stiffness for dainty and quaint dancing frocks. Shown in plain, glace, pompadour and striped effects. Yard wide fabrics. CASHMERE DE SOIE-40 inches wide. A beautiful, soft, drapy, rich, satin finished fabric, Most

effective for evening wear, shown in all pastel col-

"Zouave"

The Last Word

A N aristocrat of exclusive style. Beautiful patent kid vamp with

tan buckskin top, which makes a

neat contrast when worn with the

new shade of "Galt Brown." This

boot has celluloid covered Louis

Another smart shoe custom that re

flects the aim of our Shoe Depart-

ment, always to show the styles of tomorrow, rather than the styles of

yesterday. The "Zouave" is priced

Evening Slippers

For the Charity Ball

W E show them in many differ-

red; bronze kid, plain and beaded

shippers; black kid, patent leather and suede beaded slippers, at a pair,

The Debutante

Evening Slipper A NEW, neat white kid evening

slipper, with white kid covered heel. Small white pearl orna-ment, white French binding around

ent styles-Satin Slippers in black, white, pink, yellow, blue and

heel. Button and lace styles.

In a Stunning

Dress Boot

at \$9.00 a pair.

\$3.50 to \$7.50.

top. A pair, at \$5.00.

\$9.00

tions of satin striped Lunette, the season's newest sheer fabric. Wonderfully effective when shown over the new shot effects. We invite your particular attention to these materials. Ask to see them when you come here tomorrow.

GEORGETTE CREPES-Shown in a complete range of shades for evening wear. A most popular, sheer, wanted dress fabric,

EXCLUSIVE IMPORTED DRESS NOVELTIES-Metallic Brocades on Chiffon, Crepes, Voiles, Taffetas, Satins and Pussy Willow. Brocaded Velours, Cut Velvets and many beautiful effects. These novelty fabrics are lovely beyond description-they are simply gorgeous! You will thoroughly enjoy inspecting these delightful creations. tist in her profession of Gown Build-Priced from a yard, \$5.00 up to \$20.00.

Special Announcement MME. ALLAN will be pleased to help you select and design your Charity Ball Gown without any charge. Mme. Allan is an ar-

Fur Trimmings All the Rage!

The Popular s

Dressmaking and Tailoring Depts.

L EAVE your order next week for Charity Ball

Gowns and Thanksgiving

These departments will

soon be filled to their ca-

pacity and we advise you

to make an appointment

with our designer and re-

serve time for your gar-

All work correct, exclu-

sive and "different." Sat-

isfaction guaranteed.

Mme. Allan (Gowns). M.

ment to be made.

Lazares (Suits).

Suits.

F ROM the time when the sturdy Teutons used to wrap themselves warmly in bearskins to brave the rigors of their northern climate to the present day is a far cry. In that time FURS have reversed the usual order of proceedings, and from a necessity, have become an accessory of dress.

And the Winter season of 1915 is ushered in with Furs as the reigning trimming for not only coats and suits, but dresses and even shoes. Our Trimming Department, ever alert for things that are new and popular, announces the arrival of a

new shipment of Furs for all kinds

of trimming purposes. THE NEW FALL TRIMMINGS-Are stunning. Edges and flouncings having replaced the medallion and allover effects of former seasons. Those of jet, opalescent and drink color combinations, in spangled effects, and silk nets, are ultra fashionable. And we are

not forgetting the smaller trimmings-tassels,

Rich, New Trimmings and Laces Handsomer This Season Than Ever Before

NOT in years have such trimmings been produced. Detailed descriptions of all of them, of course, are out of the question; only by a personal inspection can you hope to form an idea of their beauty and adaptability. We call especial attention to the captivating laces. Laces are unusually attractive this season. Our stocks are such that no matter what style, width or price you desire, you are sure to find it here.

METAL LACES-Are extremely fashionable. These we have in both gold, and silver and old gold. Bands, edges and flouncings in gold and silver. Priced at, a yard, 35c to

CHANTILLY LACES-Are used extensively. You wil be delighted with the beautiful designs that are to be found here exclusively. Edges and flouncings in matched patterns. Yard, at 45c to \$5.00.

SILK NETS-Are in great demand for tunics and drapes. They lead as no other materials can. Shown in 45 and 72-inch widths, in black, white and flesh, and all the other wanted shades. Priced upwards from \$1.00

A New Showing of Girl's Boot Top Suits fringes, guimps, etc., in pearl, opalescent and Also Millinery, Dresses, Coats and Sweaters

FOR the week beginning Monday, November 1st, we shall make special effort to show mothers what "Popular" Specialization means to them in dollars and cents. Come.

brown, green and navy. Wide wale cheviot and heavy French Serges; also broadcloth and velvets. Some far trimmed, others tailored plain, but beau-tifully and girlishly. Prices \$15.00, \$25.00 and \$29.50. MILLINERY FOR LITTLE GIRLS-There are very few stores that carry the assortment of styles in sizes that range from 2 to 8 years that are handled by us, and we are proud of this department and the won-derful lines of beautiful Hats shown here for the future women of El Paso. Bring them into the Department and have them fitted property. Prices \$1.50, \$2.50, \$3.50, \$5.00, \$5.50 and up to \$13.50.

OUR DRESSES AND COATS FOR GIRLS-6 to 14 years, are the talk of the town and the volume of mail orders received, denote the approval of customers in near by cities, towns and country. There are at least twenty styles to select from, at \$5 and \$7.50.

SUITS FOR GIRLS-Sizes 10 to 16 years. Made from NEW COATS FOR GIRLS-Just received. This includes the intermediate sizes; also sizes 8 to 16 years. The materials are new and different and many are fur trimmed. The favored shades of brown, green, dark rose, Copenhagen, navy and black prevail. The smart lines demonstrated in these beautiful coats are brought sut best in a try-on. Bring your daughter into the Department, and let our expert salespeople fit her. Prices \$8.50, \$10.50, \$12.50, \$16.50, \$19.50

SWEATERS FOR GIRLS-The yarns used in these sweaters are soft, and contain all the warmth de-sired. They are also finished in a way that assures service. Some are half belt, others full belted styles that are very new. The colors are California Rose, Light and Dark Green, Copenhagen, Navy, Oxford and Cardinal. Sizes 8 to 14 years. Prices \$2.95, \$3.95 and \$4.95.

We Present Unusually Important Values in

Women's Fashionable Winter Apparel

COATS

SUITS

DRESSES

SKIRTS

WE INVITE the discriminating women of El Paso to inspect our complete collections of beautiful new fashions in wearing apparel. Here you will find exquisite creations portraying style and individuality at very low prices because of fortunate purchases made within the past ten days. As evidence of the new things, see the

Handsome New Fall Suits at \$15.00,\$19.50 \$25.00, \$34.50 and \$39.50 -Suits of rich vicuna, velour de laine, velveteen, chiffon velvet, broadcloths and whipcords

with trimmings of fine fur, embroidery and braid. One of a kind insures their individuality. These suits will not be duplicated this season. Street and Motor Coats at \$15.00, \$25.00, \$29.50

ing colors, with trimmings of velvet, braid and fashionable furs.

Smart Silk Dresses at \$19.50, \$25.00, \$34.50 and \$39.50 -For afternoon and street wear are wonderful little frocks of Georgette crepe, charmense, crepe de chine, taffeta, velvet and satin. No special orders can be accepted—as duplication of these

New Cloth Dresses at \$10.00, \$19.50 and \$25.00 -Fabric qualities such as are used in dresses at considerably greater cost, charming new styles for street wear, in superior serge or cloth combined with satin, taffeta or Georgette crepe.

Skirts--- The Newer Styles--- at \$4.95, \$7.50 to \$10.00

Only an inspection of the models offered can convince one of the exceptional nature of this offer. This section has already earned a reputation for unusual values! Made of superior all-wool serge, wool poplin, whipcords, fancy plaids, broadcloth, satins and velvets.

Misses' and Junior Girls' School Suits---New Models For \$10.95

For the young miss at school or at home, here are suits, made of rich fabries, such as English Mixtures and Serges, that will give splendid service. Nicely silk lined and interlined. We are specializing on these models this week for \$10.95.

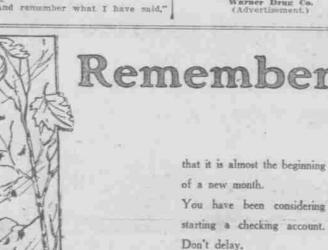
All Wool Plaid Blankets

CIZE 66x80. Weight 41-4 pounds. Comes with a 2 inch black check in pink and white, blue and white, tan and white, grey and white, and brown and white. Monday special, pair, at \$4.95.



Beacon Bath Robe Blankets

C oMPLETE with frogs and waist designs suitable for both Each at, \$2.95 and \$3.95.



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